

California MEDICINE

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EDITORIAL

Welcome to San Francisco

THIS MONTH San Francisco will again act as host to the annual meeting of the American Medical Association. The event will draw physicians from all parts of the nation and from many foreign lands.

As host city San Francisco is part of a very small list of American cities which can offer the scientific, cultural and physical facilities required to stage a meeting of this magnitude. "The greatest medical show on earth" needs more than hotel rooms to house its attendants. It demands adequate space for meetings and exhibits. It takes superb hospital and medical training centers to demonstrate to sophisticated physicians the manner in which medicine is taught and practiced.

This meeting also demands cultural and scenic attractions which entice the physician's family during the hours that he is engaged in keeping abreast of the latest developments in his professional field. San Francisco has these attractions in its museums, its cable cars, its sidewalk flower stands, its Fisherman's Wharf, its Chinatown, its waterfront, its chic shops, its art dealers and its superb restaurants.

Civic pride aside, San Francisco can well boast of its medical facilities, including a huge medical training complex in University of California Medical Center, the nearby new and beautiful Palo Alto Stanford medical teaching unit, the burgeoning Presbyterian Medical Center's teaching-treatment-research facilities and a number of other top-grade private and charitable hospitals where excellent scientific advances are fostered and practiced. This element attracts physicians who read about such developments and are eager to see them firsthand.

The American Medical Association, in its planning of this huge medical show, brings to California again its tremendous resources of medical education and demonstration. Scientific sessions will be held throughout the five days of the meeting and will

cover all specialty groups recognized by AMA. Closed-circuit television and medical motion pictures will add to the scientific program, and panels and discussion groups will bring forth the almost endless array of talent represented by a national medical organization of more than two hundred thousand members.

For those who wish to add the visual to the auditory in their medical education, a vast program of scientific and industrial exhibits will be available. What's new in treatment, technique and research will be on display, together with qualified attendants to explain the intricacies. The industrial exhibitors will bring out their latest, their most efficacious, their most dramatic products. Drugs, instruments, apparatus of the most modern type will be on display and under demonstration.

On the social side, a number of medical schools and medical fraternities are planning dinners, meetings, reunions, all designed to maintain school spirit and rekindle old friendships. Members of the House of Delegates and state association officers will have available a no-host dinner like those which in past years have established San Francisco as tops in gastronomical appeal. In addition, Delegates will have daily access to the hospitality rooms of the various state delegations, where friendships are renewed, politics discussed and new friends acquired. All this is part of the democratic process involved in reaching policy decisions and choosing officers to stand at the helm of AMA.

San Francisco's official convention and visitors' officials are, as always, happy to entertain the AMA in this huge meeting which draws a number of persons who are seeking top-quality accommodations and cuisine and are willing to pay for the best. In the past ten years the city has gone out of its way to provide meeting and exhibit space for this gathering. Economically, a convention of this type

draws people and dollars into the community and acts as an immense word-of-mouth advertising medium where the services and facilities are attractive.

As one of only four cities in the country where facilities are adequate to handle the AMA meeting, San Francisco has gained its position through past performance. While any city is subject to minor criticisms in the handling of a huge influx

of visitors, San Francisco has been able to keep such adverse comments to a minimum. With facilities improving each year, the city can probably look forward to being a part of a regular meeting routine which includes Chicago, New York and Atlantic City as its other bases.

And so, WELCOME AMA. Have a good meeting and a good time. And please plan to come again.

